

Cowlitz County
Quit Line Data Summary
July 1 - December 31, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 275	N = 10,345
Percent of Statewide Calls	3.2%	100.0%
Percent of State Population in County¹	1.6%	100.0%

	<u>County %</u>	<u>State %</u>
Gender	N = 273	N = 8,891
Female	61.9%	61.8%
Male	38.1%	38.2%
Race/Ethnicity	N = 261	N = 8,013
People of Color	9.6%	15.6%
White	90.4%	84.4%
Age	N = 274	N = 8,649
Less than 18 years old	1.8%	1.3%
18 - 24 years old	18.2%	19.4%
25 - 34 years old	22.3%	26.5%
35 - 44 years old	31.0%	20.8%
45 years and older	26.6%	32.0%
Education	N = 264	N = 8,130
Did not graduate high school	30.7%	19.0%
High school graduate	39.8%	37.4%
Some college/vocational school	22.0%	32.3%
College graduate	7.6%	11.2%
Caller Type	N = 274	N = 9,433
General Information	1.1%	6.8%
Health care provider	0.4%	2.2%
Tobacco user	98.5%	91.0%
Payer Type	N = 254	N = 7,657
Insured	33.5%	36.8%
Uninsured	37.4%	37.2%
Medicaid	29.1%	26.0%
Heard About	N = 226	N = 7,244
Past caller ²	5.3%	7.1%
Employer/worksites	2.7%	2.2%
Health care provider	32.7%	25.0%
Television	6.6%	6.6%
Outdoor advertisement (billboard/bus/wall)	1.3%	2.4%
Targeted mailing	0.0%	0.1%
Great Start	0.4%	0.1%
Radio	0.4%	4.2%
Newspaper/Magazine	1.3%	1.2%
Brochure/Newsletter	7.5%	7.7%
Family or friend	36.3%	36.5%
Health Department	3.1%	5.6%
School	2.2%	1.4%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

² Data not available for Oct-Dec 2005

* Rate not calculated because number of calls was less than 5.